

ABSTRACT

The method for advertising Internet web sites comprises purchasing a block of air time from a media provider such as a television channel or web provider, producing a media segment to be shown during that air time for displaying on the screen of a communication device a combination of two or more of a scrolling list of web site addresses, graphical banners and video clips of a host who talks about a featured service, product or web site. A web site proprietor may select any one or combination of several advertising options. Additional interest in a client's web site is generated by providing a video which is produced and maintained by the advertising service provider and providing a hyperlink at the client's web site for accessing and playing the video.